

### Remarks

Claims 1-32 are currently pending and stand rejected under 35 USC §103(a). Claim 1 has been amended. Claims 8, 20 and 21 have been canceled. No new matter has been added. Applicants assert that the claims are now in condition for allowance as set forth more fully below.

### Interview Summary

A phone interview was conducted on March 9. During the interview it was discussed that the combination of Ferber and Dodrill failed to teach the subject matter asserted to them by the Office Action. The Examiner indicated that the Applicant's argument that Ferber "merely teaches forwarding the advertisement as received to the wireless device after possibly converting the format the format for proper rendering in the wireless device" had merit and may overcome the §103 rejections upon further review. The examiner requested that the written argument and any further amendments be provided in writing.

### 103 Rejections

Claims 1-7 and 9-12 stand rejected under 35 USC 103(a) as being unpatentable over Getchius (US Pat 6,643,640) in view of Visconti (U.S. Pat. 6,876,973) in view of Dodrill (U.S. Pat. 6,912,691) and further in view of Ferber (U.S. Pat. App. 2001/0032193). Claims 14-20 and 23-32 stand rejected under 35 USC 103(a) as being unpatentable over Getchius in view of Visconti, in view of Dodrill, in view of Ferber and further view of admitted prior art. Claims 8 and 13 stand rejected under 35 USC 103(a) as being unpatentable over Getchius in view of Visconti, in view of Dodrill, in view of Ferber and further in view of Zamora-McKelvy (U.S. Patent 5,991, 770). Claims 21 and 22 stand rejected under 35 USC 103(a) as being unpatentable over Getchius in view of Visconti, in view of Dodrill, in view of Ferber and further in view of Zamora-McKelvy. The applicants respectfully traverse these rejections.

### Claims 1-7 and 9-12

The Office Action rejects claims 1-7 and 9-12 under 35 USC §103(a) by asserting that Getchius discloses most of the claim elements with an exception of disclosing “a portion of the structured information includes at least one element of at least one category that is flagged as representing voice portal content while another portion of the structured [information] includes at least one element of at least one category that is flagged as representing text for a wireless pocket pager advertisement”. The office Action proceeds to assert that the combination of Dodrill and Ferber cures the deficiency where Dodrill discloses that “a portion of the structured information includes at least one element of at least one category that is flagged as representing voice portal content” and Ferber discloses that “a portion of the structured information includes at least one element of at least one category that is flagged as representing text for a wireless pocket pager advertisement”. Applicants respectfully assert that the combination of Ferber and Dodrill fail to teach the subject matter asserted to them by the office action. Furthermore there is no motivation for one of ordinary skill in the art to combine Ferber and Dodrill.

Independent claim 1 recites elements not taught or disclosed by the combination of Ferber and Dodrill. Claim 1 recites in pertinent part:

“[a] computer readable medium encoded with structured information ...a portion of the structured information includes at least one element of at least one category that is flagged as representing voice portal content while another portion of the structured information includes at least one element of at least one category that is flagged as representing text for a wireless pocket pager advertisement”.

Ferber discloses a method for delivering advertising to wireless devices. The paragraph cited by the office action discloses that the advertisements “can be sent to the entity administering the service in any format... the entity administering the wireless advertising service sends the advertising messages to the registered wireless devices... The advertising messages can also be reformatted into specific protocols for wireless devices such as ...XML”. Ferber does not teach that the advertisements received are **structured information** that includes at least one **element** of at least one **category** that is **flagged** as representing ...text for a wireless pocket pager advertisement. *Ferber merely teaches forwarding the advertisement as received to the wireless device after possibly converting the format for proper rendering in the wireless device.*

Furthermore, it would be impermissible to modify Ferber to incorporate the structuring of information that includes an element of a category that is flagged as representing text for a wireless pocket pager such that there is no motivation for one of average skill in the art to utilize Ferber to modify Dodrill and the other references. Modifying Ferber or using Ferber in modifying other references would be impermissible due to the change in principle of operation of Ferber, i.e. modifying the substantive information of the advertisements from that which they were received instead of merely translating them and sending them along as received. Dodrill and the remaining references do not account for these deficiencies.

Further still, amended claim 1 recites that an advertisement style is identified by a universal directory advertising code (UDAC) selectable from a plurality of predefined UDAC's, sub-UDAC's and combinations of UDACs. Applicants assert that none of Getchius, Visconti, Dodrill, Ferber or any combination thereof disclose this additional element.

Therefore, for at least these reasons, independent claim 1 is allowable for at least any of these above reasons. Dependent claims 2-13 depend from an allowable independent claim 1 and are allowable for at least those same reasons.

#### Claims 14-20 and 23-32

Claims 14-20 and 23-32 stand rejected under 35 USC 103(a) as being unpatentable over Getchius in view of Visconti, in view of Dodrill, in view of Ferber and further view of admitted prior art. The Office Action rejects claims 14-20 and 23-32 by asserting that the above combination of references teaches all of the claimed elements.

In addition to the concessions admitted by the Office Action and the arguments in regards to independent claim 1 discussed above, the Office Action further concedes that the above combination of references does not disclose "receiving content corresponding to the plurality of categories and the plurality of elements into an XFDF format corresponding to a document type definition (DTD);...that is populated with the content received into the XFDF form by applying an XSL transformation to the content of the XFDF format to produce...XML format data having the hierarchical structure in accordance with the DTD". The office action points to ¶¶ 0003-0004 of the Applicants'

own disclosure as a reference demonstrating that the conceded deficiency was previously known in the art.

However, independent claims 14 and 25 recite similar elements not taught or disclosed by the instant combination of references. As a representative sample, claim 14 recites in pertinent part:

“[a] method of organizing information of at least one particular business related to content ...receiving content corresponding to the plurality of categories and the plurality of elements into an XFDF format form corresponding to a document type definition (DTD);

arranging the categories and elements in a hierarchical structure that is populated with the content received into the XFDF form by applying an XSL transformation to the content of the XFDF format to produce extensible markup language (XML) format data having the hierarchical structure in accordance with the DTD...”

Applicants point out that the discussion in ¶¶ 0003-0004 merely discloses that it was known in the art to use the PDF format to complete a graphics design. It further discloses that although the Adobe file format XFDF is useful and worked well with Adobe software programs it was **not useful** for other business purposes.

As such, the cited paragraphs do not disclose the conceded deficiencies. The cited paragraphs do not mention that it was known, let alone teach: a) receiving content corresponding to the plurality of categories and the plurality of elements, b) applying an XSL transformation to the content of an XFDF format or thereby c) produc[ing]...XML format data having the hierarchical structure in accordance with the DTD. The Office Action makes a substantial and unwarranted leap in logic to stretch the modest disclosure of the common use of PDF and XFDF formats in Adobe software products to account for the conceded deficiencies.

Furthermore, independent claim 14 recites encoding a computer readable format with the XFDF form having the hierarchical structure, encoding a computer readable format with an EPS form having the hierarchical structure and encoding a computer readable format with the XML format data having the hierarchical structure. Applicants assert that none of Getchius, Visconti, Dodrill, Ferber or any combination thereof disclose these elements.

Further still, amended independent claim 25 recites applying at least a portion of the stored information to automatically creating input screens on a wireless device by

plugging in a screen controlling XSL file and a structure file into the application program of the device to control the look and feel of the user interface. Applicants assert that none of Getchius, Visconti, Dodrill, Ferber or any combination thereof disclose this additional element.

Therefore, for at least the same deficiencies admitted by the Office Action, the reasons discussed in regards to independent claim 1 and for at least theses additional reasons discussed here, independent claims 14 and 25 are allowable over the instant combination of references. Dependent claims 15-24 and 26-32 depend from either independent claim 14 or 25 and are allowable fro at least the same reasons.

#### Claims 8, 13, 21 and 22

Claims 8 and 13 stand rejected under 35 USC 103(a) as being unpatentable over Getchius in view of Visconti, in view of Dodrill, in view of Ferber and further in view of Zamora-McKelvy (U.S. Patent 5,991,770). Claim 8 has been cancelled and its subject matter moved to claim 1. Claims 21 and 22 stand rejected under 35 USC 103(a) as being unpatentable over Getchius in view of Visconti, in view of Dodrill, in view of Ferber and further in view of Zamora-McKelvy and further in view of Zamora-McKelvy. Claim 21 has been canceled and its subject matter moved to claim 14. Applicants are unsure as to the combination of references asserted against claims 21-22 due to the obvious typographical error in asserting the Zamora-McKelvy reference twice. As such Applicants assume that the Office action intended to assert the same combination of references against claims 21 and 22 as well as to 8 and 13.

As discussed in regards to independent claim 1 and 14, supra, dependent claims 13 and 22 depend from allowable claims 1 and 14 and are allowable for at least the same reasons.

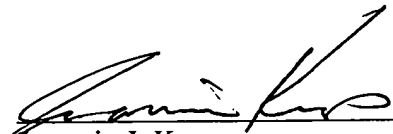
#### Conclusion

Applicants assert that the application including claims 1-32 is now in condition for allowance. Applicants request reconsideration in view of the remarks above and further request that a Notice of Allowability be provided. Should the Examiner have any questions, please contact the undersigned.

No fees are believed due. However, please charge any additional fees or credit any overpayment to Deposit Account No. 50-3025.

Respectfully submitted,

Date: March 14, 2006

  
Jeramie J. Keys  
Reg. No. 42,724

Withers & Keys, LLC  
P.O. Box 71355  
Marietta, Ga 30007-1355  
(404) 849.2093